

# **LIST OF ISSUES AND PROGRAMS**

**OCTOBER 1-DECEMBER 31, 2014**

**WSB-FM**

**B98.5FM**

**COX RADIO, INC.  
ATLANTA, GEORGIA**

## **ISSUES AND ANSWERS**

**DURING THE PERIOD OCTOBER-DECEMBER 31, 2014 THE FOLLOWING ISSUES AND PROBLEMS WERE AMONG  
THOSE ADDRESSED BY WSB-FM:**

EDUCATION

FAMILY/PARENTING/SELF-HELP/RELATIONSHIP

HEALTH/MENTAL/SAFETY / CRIME

JOB/BUSINESS/FINANCIAL/POVERTY/CHARITY

ART / ENTERTAINMENT / RECREATION / ENVIRONMENTAL

WOMEN/MINORITY

**WSB-FM**  
**OCTOBER 1-DECEMBER 31, 2014**

<b><u>LIST OF PROGRAMS</u></b>	<b><u>AIRTIMES</u></b>	<b><u>LENGTH</u></b>	<b><u>PROGRAM DESCRIPTION</u></b>
PERSPECTIVES <a href="mailto:Condace.Pressley@coxinc.com">Condace.Pressley@coxinc.com</a>	SUN 5:30AM	30 MINUTES	LOCALLY PRODUCED PUBLIC AFFAIRS PROGRAM DEALING WITH LOCAL ISSUES OR TOPICS OF PARTICULAR INTEREST TO MINORITIES.
BUSINESS IN THE BLACK <a href="mailto:Twanda.Black@coxinc.com">Twanda.Black@coxinc.com</a>	SUN 6:00AM	30 MINUTES	LOCALLY PRODUCED PUBLIC AFFAIR PROGRAM DEALING WITH MINORITY BUSINESS AND COMMUNITY ISSUES.
HEALTH TALK ATLANTA <a href="mailto:Drjoesposito.com">Drjoesposito.com</a>	SUN 7:00AM	50 MINUTES	LOCALLY PRODUCED PUBLIC AFFAIRS PROGRAM DEALING WITH VARIOUS TYPES OF MEDICAL INFORMAITON.
B98.5 MORNING SHOW FEATURING	WEEKDAYS 5:30AM	4 HR 30 MIN	LOCALLY PRODUCED MORNING SHOW TOPICAL ISSUES, BOTH LOCAL AND NATIONAL.

\*LENGTHS OF PROGRAMS ARE APPROXIMATE.

**RESEARCH, CONDUCTED BY WSB-FM, SHOWS THAT TWO OF  
THE PRIMARY REASONS PEOPLE LISTEN TO THE RADIO ARE FOR WEATHER  
AND TRAFFIC INFORMATION. WSB-FM AIRS OVER 234 WEATHER UPDATES  
AND 200 TRAFFIC UPDATES DURING AN AVERAGE WEEK.**

### **WSB-FM Ascertainment Process**

Community ascertainment are done in conjunction with our AM station. The hosts of many of our Public Affairs shows are on the staff of WSB-AM and interact daily with the community.

Our Current Public Service Shows are:

Perspectives with Condace Pressley

Business in the Black with Twanda Black

Health Talk Atlanta with Dr. Joe Espisito

## **CHARITY EVENTS – 4TH Quarter –OCTOBER 1-DECEMBER 31, 2014**

10/12- Pride Parade in Midtown

10/13- Cox Giving Campaign at corporate HQ in Dunwoody w/ Madison James

10/16- Alive After Five in downtown Roswell

10/24-10/25- Taste of Atlanta

11/1- Children Healthcare of Atlanta-CHOA Strong Legs Run

12/6- Atlanta Beltline 10k @ Krog Street

12/6- Children Healthcare of Atlanta (CHOA) Christmas parade w/ Melissa Carter and Jordan Graye

12/7- Kennestar Tree Lighting @ Kennestone Hospital w/ Jordan Graye

## WSB-FM ISSUES & PROGRAMS – 4th QTR. 2014

### ISSUE & DESCRIPTION

### DATE

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### HEALTH /SAFETY / CRIME:

10/5/14

7AM

50MINS

HEART TALK ATLANTA: The Immune system, or the part of the body which fights disease, is a very complex system supported by many different body organs. Many lifestyle factors, including drugs and stress cause our immune system to become suppressed. If you want to keep your immune system healthy, you have to keep your entire body healthy. This is done by changing what you put into your system.

10/12/14

6AM

12MINS

BUSINESS IN THE BLACK: Dr.Jessica Spencer from Emory University's Reproductive Center in Atlanta and Caroline Gold talk about the importance of genetic testing before you decide to have children. Geneticists have identified genetic markers for more than 4000 diseases caused by a mutation in a single gene. Caroline told her story of how she had inferior genetic testing and her daughter was born with a genetic disease that prevents her from walking and talking. They discuss a new first-of-its-kind at-home screening program called Jscreen.

10/12/14

7AM

50Mins.

HEALTH TALK ATLANTA: Colds and flus are not only inconvenient and uncomfortable; they can also be extremely dangerous. Unfortunately, modern medicine has little to offer in treating them. Fortunately, nature does. There are certain substances found in nature that work like an assault team against pathogenic invaders, including ginger, apple cider vinegar and garlic.

10/19/14

6AM

12MINS

BUSINESS IN THE BLACK: Master Percy Brown CEO of Crossland Karate talks about the Annual Obesity Health fair held at Greenbriar Mall. This fair will feature experts in healthcare, alternative diet and insurance with free health screenings. Statistics show that African Americans are at the top of the lists for Diabetes, Heart Disease and Hypertension and obesity is one of the risk factors. KISS is a media sponsor.

## **HEALTH /SAFETY / CRIME:**

10/26/14      5:30AM      15MINS

PERSPECTIVES: Dr. April Speed, MD / Breast Cancer Awareness -October traditionally is Breast Cancer Awareness month. Komen Atlanta serves as a resource for those seeking opportunities for screening, treatment and support and hosts many events and programs to raise awareness and educate the community about the benefits of early detection in the fight against Breast Cancer. Dr. Speed serves on the Komen Atlanta Board of Directors.

10/26/14      6AM      30MINS

BUSINESS IN THE BLACK: Dr. Joyce Morley, Psychotherapist talks about why we stay in violent relationships. Morley discussed when to get counseling, when to leave and how to forgive the perpetrator and move on as we observe Domestic Violence Awareness Month.

10/26/14      7am      50MINS

HEALTH TALK ATLANTA: It is much better to be safe than sorry and avoid genetically modified foods (GMO on a food label means "Genetically Modified Organisms"). Modifying foods is a fairly new procedure and we are not sure what the long term side effects are to the human (and animal) body. Unfortunately it has become harder to avoid, but there are still healthy options available. The rule is: If your grandmother ate it, you can eat it.

11/2/14      6AM      15MINS

BUSINESS IN THE BLACK: Darryl Roberts, writer, producer & Director of "America the Beautiful 3: The Sexualization of Our Youth" and Carolyn Costin, Founder & Chief Clinical Officer of Monte' Nedo & Affiliates Eating Disorder Treatment Centers talk about society's fixation on sex from the Toddler Pageants to Ultra Violent Porn.

11/2/14      6AM      13MINS

BUSINESS IN THE BLACK: Jean Sachs, CEO of Living Beyond Breast Cancer talks about one form of aggressive called metastatic breast cancer. She created a social media campaign for women going through it so they will have resources. Listeners can go to <http://mymbcstory.com> <http://mymbcstory.com> or #MBCStrength



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### HEALTH /SAFETY / CRIME:

11/2/14

7AM

50MINS

HEALTH TALK ATLANTA: To avoid GMOs and pesticides, avoid packaged foods such as popcorn, canned soup, beans, breakfast cereal, bottled water, juice. Packaged foods or processed foods are laden with sweeteners, salts, artificial flavors, factory-created fats, colorings, chemicals that alter texture, and preservatives. And they are often stripped of nutrients.

11/9/14

7AM

50MINS

HEALTH TALK ATLANTA: Exercise is important for a healthy lifestyle. Regular weight-bearing exercise and flexibility training are vital to being healthy and preventing disease. You don't have to look like Arnold Schwarzenegger, but maintaining good muscle tone and flexibility helps enhance your body's well-being, prevent arthritis and osteoporosis and a host of other ailments.

11/16/14

5:30AM

30MINS

PERSPECTIVES: Dr. April Speed, Medical Director, Blue Cross and Blue Shield of Georgia, and March of Dimes board member  
More than 15 million babies around the world are born too soon each year and more than one million die. Help the March of Dimes fight premature birth and bring more babies home healthy. In an average week in Georgia, 353 babies are born premature. That's over 18,000 babies born early every year. The March of Dimes is working to prevent preterm birth and ensure that one day, all babies are born healthy. The March of Dimes works to prevent premature birth across Georgia.

11/26/14

6AM

12MINS

BUSINESS IN THE BLACK: S. Epatha Merkerson, actress and spokesperson for American Diabetes Association talks about the new America's Diabetes Challenge which recommends everyone to have an A1C which measures your blood glucose levels over a 3 month period. This campaign wants diabetes patients to set and attain a blood glucose goal through diet and exercise and medication if needed.

11/16/14

7AM

50MINS

HEALTH TALK ATLANTA: Exercise, if done properly, has amazing benefits. Remember whenever there is pain, this is a signal to rest and listen to your body! The ultimate goal is to avoid injuries and thus not be concerned about treatment. But another important aspect of exercise is diet and nutrition. Our bodies are nothing more than thousands of chemical reactions occurring in unison. Depending on what chemicals we add to this mix will determine how our bodies will function.

## WSB-FM ISSUES & PROGRAMS – 4th QTR. 2014

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### HEALTH /SAFETY / CRIME:

11/23/14 5:30AM 30MINS

PERSPECTIVES: Ruben Brown, Metro Atlanta Red Cross -The American Red Cross feeds, shelters and provides emotional support to victims of disasters; supplies nearly half of the nation's blood; teaches life-saving skills; provides international humanitarian aid and supports military members and their families. Brown joins us to discuss fire prevention as Atlanta experiences its first blast of cold weather and also the organization's Holiday Mail for Heroes program and opportunities for giving via the Red Cross holiday gift catalogue.

11/23/14 7AM 50MINS

HEALTH TALK ATLANTA: If your diet consists of a plant based menu and you avoid alcohol, meat, sugar, dairy, coffee, sodas, and artificial sweeteners, and at least 60% of your diet is raw, you probably do not need a supplement. However, it is a good idea to add to your diet a whole food supplement in order to reach your Optimum Daily Allowance. Be sure your supplement has no artificial colors, additives or fillers. It should contain whole foods and nothing else.

11/23/14 6AM 14MINS

BUSINESS IN THE BLACK: Dr. Mary Dundon, Asst. Clinical Professor of Pediatrics at Vanderbilt Children's Hospital tells parents how to prepare for flu season. #1 preventive measure is the flu shot or the nasal mist. Dundon says to make sure we are paying attention when our kids have a cold or bronchitis, with fever and chills, it could be influenza. The vaccines now address four types of flu instead of just one.

11/30/14 7AM 50MINS

HEART TALK ATLANTA: The holidays always pose a special problem for those of us who want to party, socialize, have a good time, and still avoid poisoning ourselves with all the wonderful and delicious "food" being offered everywhere we turn. Well, party participants, there is hope. We can party down with the best of them and still maintain our immune systems. Poor food choices can weaken your immune system, which can lead to days and days of misery if you get sick.

**WSB-FM ISSUES & PROGRAMS –4th QTR. 2014**

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**HEALTH /SAFETY / CRIME:**

12/7/14

6AM

10MINS

BUSINESS IN THE BLACK: Dr. Gere diZerega, Professor at the KECK School of Medicine at USC in Los Angeles, talks about his new Phase III clinical trial called STRIDE for type 1 and 2 diabetes patients who may develop foot ulcers. The medication is a topical study gel. If this medication works, it will help many with diabetic foot sore and nerve damage heal and avoid possible amputations.

12/7/14

6AM

17MINS

BUSINESS IN THE BLACK: Shimone Woodberry, tells the story of her baby sister, Tivana and her diagnosis of Diabetes and gastroparesis which is a paralysis of the stomach muscles that causes chronic abdominal pain and nausea along with an inability to digest food and liquids properly. Tivana has been denied medicaid and most times is turned away from hospitals because she doesn't have insurance.

12/7/14

7AM

50MINS

HEALTH TALK ATLANTA: Many of the foods we have held sacred and close to our hearts we now know are leading to our demise. The milk we were forced to drink back in the school cafeteria helped lead to the osteoporosis, cancer and heart disease that is now epidemic in our society. The hydrogenated oil-based cookie and cake filling we would suck out of the middle of our snacks is now found to be loaded with free radicals. These free radicals are draining the vital alkaline nutrients from our bodies making our bodies more acidic and thus a welcome environment for many diseases to prosper.

12/14/14

6AM

30MINS

BUSINESS IN THE BLACK: Chuck and Michele Cancilla, co-directors of The Academic Success Program for children with attention issues and self control or a diagnosis of ADHD. The free 8 week program focuses on improving behavior, report card grades, social development and attention deficits with the help of martial arts.

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**HEALTH /SAFETY / CRIME:**

12/14/14

7AM

50MINS

HEART TALK ATLANTA: Sugar is something that is a regular part of many people's diets in almost every meal. Yet studies have shown that sugar will weaken your immune system. It is also a mild acid and when acid gets in the body, the body must neutralize it. The body uses calcium as a neutralizing agent. It is now being shown through numerous studies that most people do not need more calcium in their diets, they need less acid so that they will not keep losing the calcium that they already have.

12/28/14

6AM

15MINS

BUSINESS IN THE BLACK: Dr. Rondrick Williamson, leading podiatrist at Georgia Podiatric Medical Association talks about how having a regular check- up can reduce amputations by up to 85% in patients with diabetes. Things to do include: Inspect feet daily; exercise, don't go barefoot, make sure shoes are properly fitted, never remove calluses, corns or warts by yourself, wear thick cotton socks.

12/28/14

7AM

50MINS

HEALTH TALK ATLANTA: As plant-based diets become more popular, the public is rapidly becoming aware of the dangers of eating animal products such a meat, dairy and eggs and their by-products. There are plenty of terrifying tales about what goes into the raising and processing of livestock and poultry. Steroids, chemicals, hormones, antibiotics and tranquilizers, commonly used in raising beef and poultry, have found their way onto dinner plates across the country.

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### WORK/JOB/FINANCIAL/POVERTY/CHARITY ISSUES:

10/12/14

5:30AM

15MINS

PERSPECTIVES: Elaine Armstrong / Goodwill Industries- Every day, thousands of men and women face barriers that make it difficult for them to find work and earn a paycheck to support their families. Sometimes it's lack of training or education, limited job skills, or a disability. But with the support of donors and shoppers like you, we overcome those barriers. Goodwill gives people the tools they need to find a job which allows them to support themselves and their families. Donations and store purchases help.

10/12/14

5:30AM

15MINS

PERSPECTIVES: Mike Logan / Atlanta Boxer Rescue - The sixth-annual BoxerStock music festival is set for Sunday October 19 at Jim R. Miller Park in Marietta. It's an all-day, family-friendly event to benefit Atlanta Boxer Rescue, a non-profit organization that strives to rescue, rehabilitate, and re-home unwanted and abandoned Boxers within the greater Atlanta area as well as providing education to pet owners. Atlanta Boxer Rescue, Inc., is 501(c)(3) non-profit organization.

10/19/14

5:30AM

30MINS

PERSPECTIVES: Molly Fletcher, author, A Winner's Guide to Negotiating: How Conversation Gets Deals Done!  
Molly Fletcher's learned a lot over the past 20-years while negotiating some half a billion dollars in deals on behalf of world class athletes, coaches, and people we watch on TV. Today she's here to share with us her tips – strategies – and lessons learned first as a sports agent and now as a corporate consultant keynote speaker.

10/26/14

5:30AM

15MINS

PERSPECTIVES: Hank Williams, founder, Platform.Org -Platform is a non-profit focused on increasing participation by diverse groups in the thriving innovation economy by driving awareness, opportunity, and financial access. The Platform Summit takes place on campus October 24-26. It's a huge conference focused on closing the accessibility gap for minorities in technology and innovation. Given the move the city of Atlanta is making toward becoming a hub for technology or as the Mayor puts it "the silicon valley of the south," the conference couldn't come at a better time.

**WORK/JOB/FINANCIAL/POVERTY/CHARITY ISSUES:**

11/9/14

5:30AM

30MINS

PERSPECTIVES: Lt. Col. John Phillips, US Army – Retired / Author -There are an estimated 22 million Veterans today and in fact, next year the Department of Veterans Affairs projects the number of Gulf War Era vets will surpass the number of Vietnam Era vets. The men and women who serve our country with such distinction often have a difficult time making the transition to civilian life. Phillips struggled making his transition into the private sector. In Boots to Loafers – Finding Your True North he lays out a plan to make it easier for our vets to apply their skill sets to the private sector.

12/7/14

5:30AM

30MINS

PERSPECTIVES: Beth Howell the President and CEO of Atlanta Ronald McDonald House Charities -This program calls attention to another need – dollars for a new Ronald McDonald House. Consumer Advocate Clark Howard and his wife have agreed to match donations up to \$25,000. Ronald McDonald House Charities, a non-profit dedicated to providing temporary housing and support services to families with ill and injured children. Phase II of the organization's expansion is to build a 31-bedroom facility near Children's Healthcare of Atlanta at Scottish Rite.

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### ART/ ENTERTAINMENT / RECREATION / ENVIRONMENTAL ISSUES:

10/5/14

5:30AM

30MINS

PERSPECTIVES: Oji Singletary (Writer/Director) A Misguided Altruism - Creating intensely personal movies that reflect on real –life issues is important to the father and son team at Singletary Productions. The documentary A Misguided Altruism tells the story of Dr. Ozel Brazil, a mentor to Oji Singletary and many others. His mission as founder of the Los Angeles Community Outreach Program was to get more black and brown young people into college. In 2002 the government prosecuted Brazil on multiple charges of mail and student financial aid fraud. He spent four years in jail. Oji Singletary is co-executive producer of Braxton Family Values.

10/5/14

6AM

30MINS

BUSINESS IN THE BLACK: Joe Barry Carroll, retired NBA All-Star, wealth advisor, philanthropist, painter and author talks about his new book "Growing Up...In Words and Images". This memoir features Carroll's original art work with his personal stories about his life and self-discoveries. All of the proceeds from this book are donated to non-profits including the Georgia Innocence Project which helps prisoners who are in jail unjustly get out!

11/2/14

5:30AM

30MINS

PERSPECTIVES: Roger Bobb, President and CEO Bobcat Productions -Roger Bobb is the President and Founder of Atlanta based Bob-Cat Studios. Before that, he was an Executive with Tyler Perry Studios having worked on 13 Tyler Perry Films. He recently has been honored for being a pioneer in his industry. His latest work is the television movie "Girlfriends Getaway" a story he describes as "Waiting to Exhale" meets "The Hangover." As a producer in Atlanta, he is an expert on the film industry and the impact it is having on Atlanta's economy.

11/9/14

6AM

30MINS

BUSINESS IN THE BLACK: Anthony Wilson, author of the Eve Effect-Secrets to Getting Your Desired Results from Him talks about his book that shares secrets of men and how women can use them to create a wonderful relationship. Wilson talks about the male ego, the three types of men, myths about men and more.

## **ART/ ENTERTAINMENT / RECREATION / ENVIRONMENTAL ISSUES:**

11/30/14      5:30AM      30MINS

PERSPECTIVES: Charles M. Blow – author of Fire Shut Up in My Bones-New York Times comes to terms with his painful past telling the story of his growing up poor and black in an African American Louisiana town amid constant violence. Blow's mother was a driven woman with five sons, brass knuckles in her glove box, a job at a poultry factory and a love of learning, but even she could not protect him from the secret abuse by an older cousin – which caused Blow years of anger and self-questioning. He shows how through determination and perseverance – he studied every etiquette book and mimicked every newscaster he heard – he overcame his past to become the man he is today.

11/30/14      6am      13:00

BUSINESS IN THE BLACK: Lee Hirsch, Producer, writer of the documentary BULLY which follows five children going through a different facet of bullying. 13 million children are bullied every year by violence, mental abuse and social media.

12/28/14      5:30AM      30MINS

PERSPECTIVES: Carla Hall – The Chew -CARLA'S COMFORT FOODS: Favorite Dishes from Around the World offers a delicious collection of imaginative new variations on soulful favorites from one of America's favorite food personalities. Inspired by Carla's love of family suppers and international flavors, this cookbook offers a mouthwatering variety of foods from around the world together with heartfelt stories of connecting with people through food. Each section of the book offers a brief description of a foundational recipe followed by some international variations.



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### WOMEN/MINORITY ISSUES:

10/12/14

6am

13MINS

BUSINESS IN THE BLACK: Rev. Albert Love, President of the Voter Empowerment Collaborative and Maynard Jackson III, President of the American Voters League, Inc. talk about the National Voter Registration Day taking place Sept. 23, 2014 at 4 high schools, a Wal-Mart and the West End Mall. In 2008, six millions Americans did not vote because they missed the registration deadline or simply didn't know how to register.

11/30/14

6AM

30MINS

BUSINESS IN THE BLACK: Dr. Ursula Yvette Scott, educator, entrepreneur and CEO of 31st & Seventh Media talks about her book "40 & Fabulous-Forty Ways to Live Your Best Days...after 40. the interactive book discusses getting rest, preparation, Battlefield of the mind, evict the angry you, reject negativity, emotional health, don't settle and so much more. Scott is hosting a signing and book release here in Atlanta.

12/14/14

6AM

23:00

BUSINESS IN THE BLACK: Brenetia Robinson, Our destiny Diva and Founder of Proverbial Peace Revived talks about The Blessings of your Judases. How to look at your challenges in a productive way, give thanks for them and that in the end they are for your good. [Proverbs\\_peace.org](http://Proverbs_peace.org).